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WAR FOOD ADMINISTRATION  
FOOD DISTRIBUTION ADMINISTRATION  
Great Lakes Region  
5 S. Wabash Avenue  
Chicago 3, Illinois

FOOD FACTS

I. USDA Food Production

For seven successive years the American farmer has produced record crops, every year greater than the year before. The 1943 food production is expected to be 5% over the huge production of 1942, a bumper crop year, and 32% over the 1935-39 pre-war average. Pre-war "surpluses" (resulting in large part from lack of cash to buy food) have disappeared for the duration. There cannot be enough for all requirements. Our national food supply will be relatively good, larger than in 1935-39, when surpluses existed because people did not have the cash to buy. It will fall short in 1943-44, in some foods which we want most, because civilians have almost unlimited funds with which to buy food. But America will still be much better fed than the other nations of the world.

The 1944 goal of American agriculture will include food production on 380 million acres, 16 million more than in 1943 and the largest acreage in the history of the United States. To obtain the most from soil facilities, the federal government will emphasize balanced production, the right amounts of the right food products in the right places. The food production program will aim to increase war essential food and fiber without bringing inflationary danger. Both war needs and vastly increased buying power demand more food, and every effort will be made to produce as much as possible.

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II. WAR FOOD NEEDS

Our armed forces get 13% of the food produced in 1943; civilians get 75%; our Allies, under lend-lease, 10%; and our friendly neighbors in territorial possessions, 2%. This is the overall pattern set up for the distribution of our 1943 food production.

Military needs are large because the average service man eats  $1\frac{1}{2}$  pounds more food every day than the average civilian ( $5\frac{1}{4}$  pounds instead of  $3\text{--}3\frac{3}{4}$  pounds). The army strives to maintain a food reserve — a three months' supply of food for men in the United States, and for those abroad, nine months.

Our lend-lease shipments keep factories humming and civilians and soldiers strong. Our shipments to Russia have gone mainly to the Russian armies who are driving the enemy from Russian soil and inflicting crippling losses to the Nazi war machine. Our food also supplies the fighting French and the exiles from Nazi domination, — the Dutch, Belgians, Norwegians, Poles, and others who are fighting in the cause of the United Nations. As we liberate more people more of our food is needed to strengthen them to fight and to restore their own nations.

Few will deny that with every shipment of food to our fighting Allies, we are saving the lives of our own young men fighting in the cause of democracy and freedom.



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III. INCREASED CIVILIAN BUYING POWER

Food production has increased so much since Pearl Harbor that the 75% of 1943 supply which has been reserved for civilians a little more than exceeds the average annual supply of the pre-war period 1935-1939 when the nation was plagued with surpluses. But America's purchasing power has grown from 45 billion dollars in 1932 to 140 billion dollars in 1943 — 40 billion dollars more than there are goods and services to buy.

Those fortunate Americans who used to buy all the choice goods they wanted are still trying to do so. Those who in the pre-war period did not have the money to buy the food they wanted now have the money they need to buy all the food they want, and are trying to buy it. To both of these groups the food supply seems "short." As a matter of fact, through rationing our food supply is more equitably divided now than ever before. Some people who used to have the money to buy all they wanted now get less, but many formerly less fortunate people now have the money too, and are getting a more fair share of the national food supply.

It is this increased buying power which has resulted in the impression that food supplies are scarce. We actually have as much as we had in the 1935-39 period, — even though we have set aside 25% of our 1943-44 food supply for our fighting men and our Allies.



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IV. HOW OUR NATIONAL FOOD SUPPLY IS ALLOCATED

In war, civilians, the Armed Forces, and our Allies must be assured of food. Our national food supply is allocated by War Food Administrator, Marvin E. Jones, with the advice of Boards representing the Army, Navy, civilians and lend-lease. The claims of our civilians are presented by the Requirements Branch of the Food Distribution Administration of the WFA. These civilian claims are first in importance after the U. S. Armed Forces. The federal government assures us that under no circumstances will our food supplies be so divided that basic food requirements of U. S. civilians are not met.

In a recent talk before the American Federation of Labor Conference at Boston, Mass., Roy F. Hendrickson, Director of the Food Distribution Administration, explained the procedure of allocation of our food supplies between military, civilians, allied and liberated area needs. Briefly, Mr. Hendrickson states, it works like this: "First, the Food Distribution Administration receives claims from all claimant agencies. The Army, Navy, Marine Corps, War Shipping Administration, and Veterans Administration file their requests. Civilians are collectively represented, and the United Kingdom, Soviet Russia, France and other Lend-Lease countries submit their requirements. The Red Cross, Hawaii, Puerto Rico, and Alaska list their needs. Estimates of food needs for liberated areas are next.

"These requests are matched against the available supplies. In case there is not enough to go around, each claimant is asked to justify his claims further, to determine whether reduction or substitution can be made. After careful consideration, a balance is struck and the allocation is made,

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reviewed and finally put into effect.

"These allocations are made for a year ahead, but since they are based on estimates of production and supplies, they are made 'firm' for only three months at a time. Supply figures available to the Food Distribution Administration are pretty definite for three months ahead, but beyond that period we arrange for readjustment as later developments necessitate," Mr. Hendrickson stated. Under this arrangement, according to Mr. Hendrickson, each claimant group gets that portion of the available supply necessary for its basic needs, in accordance of course, with the relative degree of our obligation to the various groups. Generally the Armed Forces have first priority. Shares allocated to our Allies and other groups are made subject to our own civilian requirements, he explained.

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V. SOYA PRODUCTS FOR CIVILIANS

To strengthen the United States wartime diets nutritionally, more than 12 times the quantity of soya products available last year has been allocated to civilians for the year's period ending June 30, 1944, according to E. O. Pollock, Great Lakes Regional Director of the Food Distribution Administration.

The bulk of the supply will be used for war purposes overseas, particularly for meeting the nutritional needs of liberated countries or those expected to be liberated by the Allies. The tremendous expansion in the production of soya products will permit United States civilians to use large quantities of these high-protein products during the year ahead, Pollock explained.

American civilians have been allocated 27 out of 100 pounds of soybean flour, flakes, and grits produced, — or 362,500,000 pounds for the year ending June 30, 1944. In 1942-43 only 30 million pounds of these products were available for American civilians. Many of these soya foods are only now going into large scale production, and won't be available on a national basis for consumers in any quantity until about next month, Pollock stated.

When soya products do become available in grocery stores and food markets, American homemakers are urged by Mr. Pollock to make generous use of these highly nutritional products in the daily diet of their family.



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VI. ENOUGH RICE FOR AMERICAN CIVILIANS

Rice is one of the foods often found on the American table, but consumers probably know as little about it as any food produced in this country.

It was introduced into the United States and first planted in South Carolina in 1695. North Carolina and Georgia followed suit, and in 1859 these three States produced most of the rice raised in this country. But after the Civil War, production declined along the Atlantic Coast and by 1889 Louisiana assumed the lead, which it has held ever since. Today, Louisiana, Texas, Arkansas, and California produce practically all of the rice consumed in this country, although many Americans think that our rice comes from China.

This year rice will be exported from the United States to Canada, Cuba and the Caribbean defense zones, the War Food Administration reports. We will also ship some to Hawaii, Alaska, and Puerto Rico. Still more will be shipped to our armed forces overseas, and more will be needed for our civilians and armed forces at home. This big demand requires a large production of rice, and the American rice farmers have given us the solution to the problem — the biggest crop in the history of the nation. After meeting all our export commitments there will be enough rice this year for six pounds for every man, woman and child in the United States.

This per capita supply doesn't mean that all of us are going to eat six pounds of rice this year. Some of us will eat less and many people, notably in the South, will eat a lot more because rice supplies a large portion of the diet of some of our Americans in the Southern States.

The federal government has taken steps to insure the best utilization of our rice crop, and has prohibited the use of all but certain negligible by-products for the production of alcohol and other non-food products.

When you eat rice as an appetizing variation to your diet during the months ahead, you can rest assured that you're eating a 100% American product, the WFA states.

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FOOD FACTS

VII. SAVING POTATOES SAVES THEIR FOOD VALUE

The United States raised its largest crop of potatoes in history this year. Production estimates indicate 469,545,000 bushels, compared with 371,150,000 bushels in 1942.

With 81.4 percent of the production allocated to civilian demand, the volume available to consumers is greater than a year ago, and closely approximates average annual consumption during the five pre-war years 1935-39.

There are so many potatoes that consumers are finding it sensible to buy a bushel or two per family and store them in a cool, dry place in the basement. In this way they insure part of their food needs during the winter months ahead, and at the same time prevent possible loss of a part of this very valuable food crop for lack of storage space in warehouses that have been over-crowded with other things demanded by war.

Under these circumstances it might appear to be foolish to suggest conservative handling of potatoes to prevent food waste. But the axiom, "Spare the peel and save the spud," has a very sound nutritional import, quite apart from its food conservation value.

If you are careless about peeling potatoes you lose not only from one-tenth to one-fourth of their bulk; but you also lose nearly all of their available iron, and a lot of their vitamin C.

The human body must have these valuable food factors to maintain health. The blood stream must have iron to build red corpuscles, and to carry oxygen through the body, and it must have vitamin C to prevent scurvy, bleeding gums, and other serious nutritional disorders.

So there is a very good reason for peeling potatoes thin, or better yet, scraping them, or boiling them with their jackets on, even if the crop is plentiful.

Prepare potatoes conservatively, but eat them in quantity for better nutrition, and for better health.

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VIII. FIVE WAYS TO CONSERVE FOOD

The demands of war compel every one of us to conserve food, and to use food to greatest advantage to promote health, increase production, feed our fighting men, and win the war.

The War Food Administration suggests five ways to eliminate waste and use food to its fullest advantage. These are:

1. Plan your buying. Purchase the kinds and quantities of food that will meet the nutritional needs of your family without leaving excess quantities to spoil.
2. Store food according to its storage requirements. Food stored at too high or too low a temperature spoils easily.
3. Use up the left-overs. Stew, hash, and similar good American dishes are appetizing means for preventing food waste.
4. Prepare food palatably. An endless line of food authorities have prepared an endless list of recipes for palatable, nutritious food preparation. Make use of their knowledge. Follow directions to the letter and enjoy the results.
5. Serve food quantities commensurate with the appetite of the eaters. Better a second helping than an over-generous serving. Keep in mind that the bodies of children are smaller than those of adults, and they consequently consume smaller portions.



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IX WAR CHANGES TABLE MANNERS

It used to be the well-mannered thing to do to push aside the sprig of parsley garnishing the roast, to eat fried chicken with a knife and fork, and always to leave a little dab of butter on the butter plate.

That was before Pearl Harbor. The need for conserving food has grown in intensity since.

Now it is smart to eat the heels from a loaf of bread, to sop up the gravy with a piece of bread, to pick up the drumstick and chew off the last shreds of meat, to use every smear of butter on the plate, to squeeze the grapefruit dry, and so on.

These once bad manners, conserve food. They make use of all the good nutritious value of the foods our ration books allow us to buy. They make our food go farther, and help to keep our armed forces well fed.

Now it is good manners to conserve, and use food efficiently.

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X FOOD WASTE IS MONEY WASTE

If your grocer asked you to deposit 15 cents out of every dollar you spend in his store in a special hopper at the end of the counter, where it would be chewed up and discarded, you would express great wonderment at his eccentric and wasteful practice.

But that is pretty much what happens to the food dollar. The dollar itself is carefully handled, but the food that it buys often is treated carelessly, and is sometimes thrown into the garbage can.

This is demonstrated by garbage studies in a number of American cities. Average food waste by the average American family is 15 percent of the food purchased, and a very large proportion of this waste is edible food.

A current study of garbage collections in Lansing, Michigan reveals food waste in that city totaled 249 pounds per capita in 1942. On the basis of the results from a Clean Plate Club campaign promoted by the city's council of civilian defense and the city's daily newspaper for a 31-day period ending August 25, annual garbage collections were indicated at 211 pounds per person for 1943.

The difference consists of edible food only and constitutes a very real contribution to increasing the total national food supply.

